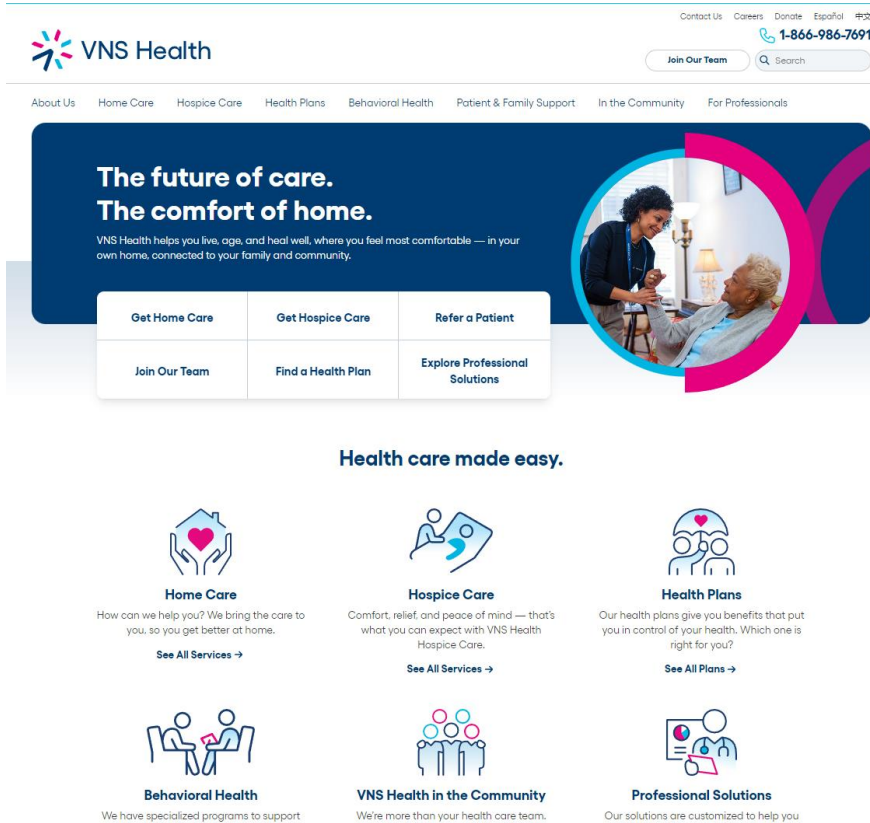


VNS Health Receives Prestigious Award in Recognition of Rebrand Campaign



The screenshot shows the VNS Health website homepage. At the top, there is a navigation bar with the VNS Health logo, contact information (1-866-986-7691), and a search bar. Below the navigation bar, there is a main banner with the headline "The future of care. The comfort of home." and a sub-headline "VNS Health helps you live, age, and heal well, where you feel most comfortable — in your own home, connected to your family and community." To the right of the banner is a circular image showing a caregiver interacting with an elderly patient. Below the banner is a grid of six buttons: "Get Home Care", "Get Hospice Care", "Refer a Patient", "Join Our Team", "Find a Health Plan", and "Explore Professional Solutions".

Health care made easy.

- Home Care**: How can we help you? We bring the care to you, so you get better at home. [See All Services →](#)
- Hospice Care**: Comfort, relief, and peace of mind — that's what you can expect with VNS Health Hospice Care. [See All Services →](#)
- Health Plans**: Our health plans give you benefits that put you in control of your health. Which one is right for you? [See All Plans →](#)
- Behavioral Health**: We have specialized programs to support.
- VNS Health in the Community**: We're more than your health care team.
- Professional Solutions**: Our solutions are customized to help you.

Healthcare Dive, November 09, 2022

Home and community-based health care nonprofit [VNS Health](#) was awarded [the Silver Award for website campaign of the year](#), in *Modern Healthcare's* prestigious **2022 Healthcare Marketing Impact Awards**. The website was created this year to support the organization's rebrand campaign and name change from Visiting Nurse Service of New York to VNS Health.

Honorees were chosen from companies and organizations across the nation, representing the best campaigns advancing efforts to deliver high-quality, affordable, and accessible health care, and spotlight campaigns that promote the health of individuals, groups, and communities, and help organizations grow and thrive.

A key component of VNS Health's rebrand efforts was to present the organization's services in a way that was simple to understand, easy to access, and meaningful for those they serve. Creating the new website was a collaboration with multiple agencies over several years, creating a new brand identity and a campaign that builds on the organization's 125+ year legacy, and better communicates who VNS Health is today.

This award recognizes the efforts of the teams and partners involved, including creative and strategic partners like [Tronvig](#), who helped with foundational rebrand strategy including brand identity and tagline development, and [Seiden](#), for developing the advertising campaign and assets. Digital and website partners included [Expand The Room](#), who designed templates and developed the website and overall project management, and [CareContent](#), for supporting the strategy and execution of website content

Learn more about VNS Health and the organization's rebrand [here](#).

About VNS Health:

VNS Health is one of the nation's largest nonprofit home and community-based health care organizations. Innovating in health care for more than 125 years, our commitment to health and well-being is what drives us—we help people live, age, and heal where they feel most comfortable, in their own homes, connected to their family and community. On any given day, more than 10,000 VNS Health team members deliver compassionate care, unparalleled expertise and 24/7 solutions and resources to the more than 43,000 “neighbors” who look to us for care. Powered and informed by data analytics that are unmatched in the home and community-health industry, VNS Health offers a full range of health care services, solutions and health plans designed to simplify the health care experience and meet the diverse and complex needs of those we serve in New York and beyond.

Healthcare Dive was launched in November 2013 and covers the healthcare industry. Offers the latest industry news, event and job information, tools and resources and more, and reaches an audience of 128,097 through articles and social.